

File 2:INSPEC 1969-2000/Jun W3
 (c) 2000 Institution of Electrical Engineers
 File 35:DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC
 (c) 2000 UMI
 File 65:Inside Conferences 1993-2000/Jul W4
 (c) 2000 BLDSC all rts. reserv.
 File 77:Conference Papers Index 1973-2000/May
 (c) 2000 Cambridge Sci Abs
 File 233:Internet & Personal Comp. Abs. 1981-2000/Jul
 (c) 2000 Info. Today Inc.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2000/Jun
 (c) 2000 The HW Wilson Co.

Set	Items	Description
S1	8073	POINT(2W)SALE(W) (TERMINAL? ? OR SYSTEM?) OR POS OR P()O()S OR CASH()REGISTER? OR ECR
S2	295	POINT(2W)PURCHASE? OR P-O-P OR P()O()P
S3	2205	POINT(2W)SALE?
S4	8807	S1 OR S2 OR S3
S5	591	(COMPLEMENTA? OR SUPPLEMENTA?)(2N)(PRODUCT? OR OFFER?)
S6	0	S5 AND S4
S7	8	UPSELL OR UP()SELL
S8	0	S7 AND S4
S9	46	CROSS()SELL
S10	0	S9 AND S4
S11	12	COUPON? AND S4
S13	0	(CUSTOMIZ?(2N)COUPON?) AND S4
S14	1	(ACTIVIT?(2N)RATE?)
S15	0	(OFFER? ?(2N) SCHEDULE?) AND S4
S16	0	(OVERRIDE(2N)SIGNAL?) AND S4
S18	9	ADAPTIVE()MARKETING
S19	79	EFFICIENT()CONSUMER ()RESPONSE
S20	2993	POINT(2W)SALE(W) (TERMINAL? ? OR SYSTEM?) OR POS OR P()O()S OR CASH()REGISTER?
S21	8	S19 AND (S2 OR S3 OR S20)
S22	14	S9/TI,DE,ID
S23	12	S22 NOT S7
S24	2	(TIME(2N) DEPEND?) AND (POINT(2W)(SALE? OR PURCHASE?))

t 7/3,k/all

>>>KWIC option is not available in file(s): 77

7/3,K/1 (Item 1 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

6472013

Title: E-intelligence framework
Author(s): Eckerson, W.W.
Journal: E-Business Strategies & Solutions p.15-19
Publisher: Patricia Seybold Group,
Publication Date: Dec. 1999 Country of Publication: USA
CODEN: EBSSFW ISSN: 1524-6159
Material Identity Number: H397-2000-001
Language: English
Copyright 2000, IEE

...Abstract: intelligence is the missing ingredient in most e-businesses today. Companies and vendors that embrace e-intelligence will be better able to acquire, cross-sell, **up-sell**, and retain customers than their competitors. They will be able to continually refine their e-business strategies and increase ROI.

7/3,K/2 (Item 2 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5480723

Title: 'Upselling' strategies hit the Net
Author(s): Reilly, B.
Journal: Business Marketing vol.81, no.10 p.M1, M18
Publisher: Crain Communications,
Publication Date: Dec. 1996 Country of Publication: USA
CODEN: BUMAED ISSN: 0745-5933
SICI: 0745-5933(199612)81:10L.m1:US;1-M
Material Identity Number: E948-96010
Language: English
Copyright 1997, IEE

...Abstract: as Broadvision, Los Altos, Calif., and Evergreen Internet, Chandler, Ariz., are testing commerce software that will enable their clients to present customers with real-time **upsell** offers.

7/3,K/3 (Item 3 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5400579

Title: Developing and retaining profitable customer relationships through call centers
Author(s): Cannon, E.
Journal: Direct Marketing vol.59, no.5 p.24-5
Publisher: Hoke Communications,
Publication Date: Sept. 1996 Country of Publication: USA
CODEN: DIMADI ISSN: 0012-3188
SICI: 0012-3188(199609)59:5L.24:DRPC;1-I
Material Identity Number: B756-96009

Language: English
Copyright 1996, IEE

...Abstract: opportunity. It uses this technology to determine the most opportune time in a customer relationship to offer specific products for add-on sales possibilities and **up -sell** and cross sell opportunities that in the end, provide the customer superior service. Adaptive marketing takes many forms in the call center environment. Some of...

...Identifiers: **up -sell** opportunities

7/3,K/4 (Item 4 from file: 2)
DIALOG(R) File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5088633

Title: Technological developments delivering 500 TV channels are only the tip of the iceberg (interactive technology for marketing)

Author(s): Margolis, B.
Journal: Direct Marketing vol.58, no.5 p.24-6
Publication Date: Sept. 1995 Country of Publication: USA
CODEN: DIMADI ISSN: 0012-3188
Language: English
Copyright 1995, IEE

...Identifiers: **upsell** ;

7/3,K/5 (Item 1 from file: 233)
DIALOG(R) File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00516190 98NC12-107

4 solutions to rev up your e-commerce business -- Netscape ECXpert 1.1.1/BuyerXpert 1.5.2/SellerXpert 2.0

Hoffman, Richard
Network Computing , December 15, 1998 , v9 n23 p84, 1 Page(s)
ISSN: 1046-4468

... its compliance with CORBA, SSL, S/MIME, RSA, and X.509 digital certificates. Laments that it has limited personalized catalog management, and no cross-sell, **up - sell** , ad server, or substitution-sell capabilities, and that it provides discounts to entire organizations rather than to individuals within them. Adds that it also provides...

7/3,K/6 (Item 2 from file: 233)
DIALOG(R) File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00516188 98NC12-105

4 solutions to rev up your e-commerce business -- IBM Net.Commerce 3.1.1

Hoffman, Richard
Network Computing , December 15, 1998 , v9 n23 p76-80, 3 Page(s)
ISSN: 1046-4468
Company Name: IBM Corp.
URL: <http://www.software.ibm.com/net.commerce>
Product Name: IBM Net.Commerce 3.1.1

... and adequate user administration and security options, even if SNMP

is not supported. Cautions that it needs an IDE and more debugging, as well as **up sell** and cross-sell capabilities. (CAT)

7/3,K/7 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00493034 98IE04-228

On piecing together a network security giant -- Network Associates CEO Bill Larson

Spangler, Todd

Internet World , April 20, 1998 , v4 n15 p55-56, 2 Page(s)

ISSN: 1081-3071

Company Name: Network Associates

URL: <http://www.nai.com>

... than five years. Notes the company already counts 35 of the Fortune 100 among its antivirus customers, and sees wider security suites as a natural **upsell** . Says Larson's opinion of the firewall market is that it will cease to exist as a separate market within a year, because customers want...

7/3,K/8 (Item 4 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00390960 95SN07-004

Wide window beckons to suppliers: just do it -- Software companies rush to go public, start- up, sell off, buy big

Frye, Colleen; Melewski, Deborah

Software Magazine , July 1, 1995 , v15 n7 p63-99, 102+, 49 Page(s)

ISSN: 0897-8085

Wide window beckons to suppliers: just do it -- Software companies rush to go public, start- up, sell off, buy big

?

?t 11/3,k/1-12

>>>KWIC option is not available in file(s): 77

11/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

4964354

Title: The latest in electronic marketing: a kiosk that exchanges unwanted coupons

Journal: Chain Store Age Executive vol.71, no.5 p.214, 216

Publication Date: May 1995 Country of Publication: USA

CODEN: COMLEF ISSN: 0193-1199

Language: English

Copyright 1995, IEE

Title: The latest in electronic marketing: a kiosk that exchanges unwanted coupons

Abstract: A new kiosk exchanges **coupons** consumers don't want with ones they presumably do.

...Identifiers: unwanted **coupons** ; ...

...**Coupon** Exchange kiosk...

...Checkout **Coupon** program...

...**point** of sale ; ...

...redeemed **coupons** ;

11/3,K/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

4883317 INSPEC Abstract Number: C9504-1290D-010

Title: The challenges of scanner data

Author(s): Baron, S.; Lock, A.

Author Affiliation: Dept. of Retailing & Marketing, Manchester Metropolitan Univ., UK

Journal: Journal of the Operational Research Society vol.46, no.1 p.50-61

Publication Date: Jan. 1995 Country of Publication: UK

CODEN: JORSZD ISSN: 0160-5682

U.S. Copyright Clearance Center Code: 0160-5682/95/\$9.00

Language: English

Copyright 1995, IEE

Abstract: Data capture at **point** of sale , using laser scanning technology, is now commonplace in retail outlets in developed economies. The volume of data collected is enormous (a single UK grocery superstore carries over 15000 different lines, each with a unique 13 digit barcode and will sell 600000 items per week). It has been recognized that, where **point** of sale data can be translated into meaningful information, there is scope for efficiency savings and exploitable competitive advantage. In UK grocery retailing the uses of scanner...

...There have, however, been many recent studies, predominantly in the USA, which have examined, using scanner data, the relationship between marketing variables (price, display, advertising, **coupons** , and other promotions) and customer purchasing behaviour. This paper presents an overview of these studies and identifies the opportunities for operational researchers to

further the...

...Descriptors: **point of sale systems** ;
...Identifiers: **coupons** ;

11/3,K/3 (Item 3 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

4580244

Title: Retailers flock to sophisticated electronic programs
Author(s): Schlossberg, H.
Journal: Marketing News vol.27, no.22 p.6-7
Publication Date: 25 Oct. 1993 Country of Publication: USA
CODEN: MKNWAT ISSN: 0025-3790
Language: English

...Abstract: retailer) and to your brand (if you're a manufacturer) are bigger and better than ever. Driven by the new buzzword-Efficient Consumer Response or **ECR** -retail and packaged-goods marketers are finding all kinds of new ways to drive consumer behavior and preferences. From frequency shopping programs and automated **couponing** to direct mail **couponing** and lifestyle monitoring, marketers are jumping on board.

...Identifiers: automated **couponing** ; ...

...direct mail **couponing** ;

11/3,K/4 (Item 4 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03590190 INSPEC Abstract Number: B90024574, C90022096

Title: Interactive video advertising systems; the right medium at the right moment

Author(s): Celeste, T.S.
Conference Title: Proceedings. Third Conference. Electronic Marketing and Consumer Information Delivery p.10-13
Publisher: Soc. Appl. Learning Technol, Warrenton, VA, USA
Publication Date: 1989 Country of Publication: USA 44 pp.
Conference Sponsor: Soc. Appl. Learning Technol
Conference Date: 22-23 Feb. 1989 Conference Location: Orlando, FL, USA
Language: English

Abstract: Advanced Interactive Video has developed an interactive video advertising application designed to dramatically deliver sales messages to consumers at the **point of purchase**. This hybrid utilizes the most popular elements of advertising and sales promotion-television and **couponing**. These elements were creatively packaged and effectively tied together with a user-friendly and entertaining interactive video system at the **point-of-purchase** through free-standing kiosks. The key communications elements of this application are a 35" television monitor prominently located; a 19" interactive video screen; and a printer that dispenses **coupons** upon request. Advanced Interactive Video is a turnkey operation. The company develops the specific retail application; customizes the kiosk to complement the chain's visual...

... computer programming to meet customer needs; provides ongoing computer and video production; and sells the advertising space. Its ability to create buying incentives at the **point of purchase**, where two-thirds of

all purchase decisions are made, has attracted a wide variety of national advertisers.

...Identifiers: **couponing** ; ...

...point -of-purchase ;

11/3,K/5 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03444828 INSPEC Abstract Number: D89002231

Title: Family Foods installs comprehensive system

Journal: Chain Store Age Executive vol.65, no.6 p.48, 51-1

Publication Date: June 1989 Country of Publication: USA

CODEN: COMLEF ISSN: 0193-1199

Language: English

Abstract: Family Foods is a nine-store chain employing 1000 people. It has installed a complete automation system including **POS** scanners a store controller and a mainframe that runs general accounting. NCR supplied the equipment. The NCR configuration consists of the Model 2127 **POS** scanner system which is standardized on a 64-byte scanning record for each item. The 2127 system can be programmed to do promotional pricing, set sales, automatic updating of maintenance batches and **coupon** scanning. The system can also perform tracking functions. In this case, it ensures that the item has been scanned before a free item is given away. The **coupon** validation feature checks to see that the **coupon** item actually has been purchased before giving credit for the **coupon** itself.

Descriptors: **point of sale systems** ;

...Identifiers: **POS** scanners...

...Model 2127 **POS** scanner system

11/3,K/6 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03243084 INSPEC Abstract Number: D88002905

Title: Interactive POS video yields instant results

Journal: Chain Store Age Executive vol.64, no.9 p.52-5

Publication Date: Sept. 1988 Country of Publication: USA

CODEN: COMLEF ISSN: 0193-1199

Language: English

Title: Interactive POS video yields instant results

...Abstract: and CheckRobot. Promising both increased sales and customer loyalty, the interactive video and computer graphics system can store customer profile data, and deliver either instant **coupons** or cash refunds right at the **point -of-sale**. Promotions are triggered automatically at checkout by the universal product code (UPC) on an item or group of items. The system is currently undergoing a...

...Descriptors: **point of sale systems** ;

...Identifiers: **coupons** ; ...

...point -of-sale ;

11/3,K/7 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03181452 INSPEC Abstract Number: D88002191

Title: Smart card', coupon eater targeted to grocery retailers

Author(s): Coleman, L.

Journal: Marketing News vol.22, no.12 p.1-2

Publication Date: 6 June 1988 Country of Publication: USA

CODEN: MKNWAT ISSN: 0025-3790

Language: English

Title: Smart card', coupon eater targeted to grocery retailers

...Abstract: the potential to provide more convenience for shoppers, increased sales and customer loyalty for supermarkets, and improved brand loyalty for manufacturers. With the Vision system, coupons are simply dropped one at time into the machine by a cashier at the end of a customer's order. If all requirements have been satisfied, refunds are automatically credited from the order and the coupon is shredded. The Vision system provides retailers with a complete payment system, which includes credit, direct debit, and automatic check approval along with the promotion...

Descriptors: point of sale systems ;

...Identifiers: coupons ;

11/3,K/8 (Item 8 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03144037 INSPEC Abstract Number: D88001682

Title: DIY promos via video POS

Journal: Chain Store Age Executive vol.64, no.4 p.76-8

Publication Date: April 1988 Country of Publication: USA

CODEN: COMLEF ISSN: 0193-1199

Language: English

Title: DIY promos via video POS

...Abstract: field. Using an in-lane video display and data on customers' purchasing patterns, the Advanced Promotion system will allow retailers to promote products at the point-of-sale. The system is compatible with CheckRobot's ACM or can be used in a stand-alone mode with a conventional checkout configuration. The CheckRobot system and the Advanced Promotion system work together to provide all the new electronic functions that are coming on the scene today, including electronic couponing.

Descriptors: point of sale systems ;

...Identifiers: point-of-sale ; ...

...electronic couponing

11/3,K/9 (Item 9 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03063065 INSPEC Abstract Number: D88000677

Title: Technology: at home on the selling floor

Journal: Chain Store Age Executive vol.63, no.12 p.35-6

Publication Date: Dec. 1987 Country of Publication: USA

CODEN: COMLEF ISSN: 0193-1199

Language: English

...Abstract: and marketing tool is the video kiosk. Typically employing a video disk and a touch-sensitive screen, these systems are increasingly being used to disseminate **coupons** and information. Another high-tech in-store marketing tool just now coming into its own is the shelf-edge computer, a small, low-cost computer...

Descriptors: **point of sale systems ;**

11/3,K/10 (Item 10 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

02349092 INSPEC Abstract Number: D84003039

Title: To understand POS think about soap (point-of- sale banking)

Author(s): Ora, M.

Journal: ABA Banking Journal vol.76, no.9 p.147-51

Publication Date: Sept. 1984 Country of Publication: USA

CODEN: ABAJD5 ISSN: 0194-5947

Language: English

Title: To understand POS think about soap (point-of- sale banking)

...Abstract: and should have been marketed like soap powder, for example, where the manufacturer gives promotional offers to the retailer and incentives such as stamps and **coupons** to the consumer. Wilmington Savings Fund Society, Delaware, in 1972, offered a debit card which could be used on the automated cash dispensers and also...

...Descriptors: **point of sale systems**

...Identifiers: **point -of-sale banking**

11/3,K/11 (Item 1 from file: 35)
DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE
(c) 2000 UMI. All rts. reserv.

01411347 ORDER NO: AADAA-I9514719

INFORMATION SEARCH BEHAVIOR OF HISPANIC CONSUMERS

Author: ROBLES, ELIZABETH

Degree: PH.D.

Year: 1994

(0071)

Source: VOLUME 56/01-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 278. 170 PAGES

...advertising source followed by television. Puerto Ricans were significantly more influenced than Cubans by newspapers and brochures, product labels and magazines, and by in-store **coupon** use. Family was the reference group of most influence followed by friends. Puerto Ricans were more influenced by Consumers Report and Cubans were more influenced by Yellow Pages. Window shopping was the store-related source considered the most influential followed by in-store **point of purchase**.

Puerto Ricans were significantly more involved in the purchasing process than Cubans. No significant differences were found in the personal appearance importance for either subgroups...

11/3,K/12 (Item 2 from file: 35)
DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE
(c) 2000 UMI. All rts. reserv.

1029242 ORDER NO: AAD88-24076

**AN ANALYSIS OF THE EFFECTS OF PRICE CHANGES AND INFORMATION CONTENT OF
PURCHASE INCENTIVES ON BRAND SWITCHING BEHAVIOR AND MARKET SHARE**

Author: CRAWFORD, JOHN EDWARD

Degree: PH.D.

Year: 1988

Corporate Source/Institution: THE UNIVERSITY OF ALABAMA (0004)

Source: VOLUME 49/09-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 2731. 316 PAGES

...are many unanswered questions still to be explored.

A longitudinal field experiment is used to examine the effects of unannounced changes in sticker prices, "advertised" **point -of-purchase** price reductions, and cents-off **coupons**. Four product categories are selected for use in the experiment, paper towels, laundry detergent, potato chips, and instant coffee. The best selling brand is chosen...

18/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5975107

Title: A new way of life [adaptive marketing]

Author(s): Scofield, C.

Journal: Electronic Commerce World vol.8, no.6 p.16-17

Publisher: EDI World,

Publication Date: June 1998 Country of Publication: USA

CODEN: ECWOFD ISSN: 1092-0366

SICI: 1092-0366(199806)8:6L.16:LAM;1-1

Material Identity Number: G344-98007

Language: English

Copyright 1998, IEE

Title: A new way of life [adaptive marketing]

...Abstract: customers. It's not just a different way of doing business, it's a way of expanding your business. The Web enables an approach called **adaptive marketing** (AM), the personalization of marketing programs and campaigns to the specific interests of individuals. AM promotes customized service to individual Website visitors, allowing companies to...

...Identifiers: **adaptive marketing** ;

18/3,K/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5400579

Title: Developing and retaining profitable customer relationships through call centers

Author(s): Cannon, E.

Journal: Direct Marketing vol.59, no.5 p.24-5

Publisher: Hoke Communications,

Publication Date: Sept. 1996 Country of Publication: USA

CODEN: DIMADI ISSN: 0012-3188

SICI: 0012-3188(199609)59:5L.24:DRPC;1-I

Material Identity Number: B756-96009

Language: English

Copyright 1996, IEE

Abstract: **Adaptive marketing** uses advanced technology such as case based reasoning and database search engines, to better the interaction process with the customer by understanding his or her...

... to offer specific products for add-on sales possibilities and up-sell and cross sell opportunities that in the end, provide the customer superior service. **Adaptive marketing** takes many forms in the call center environment. Some of the most interesting developments in the outbound calling call center involve precision marketing techniques and...

...Identifiers: **adaptive marketing** ;

18/3,K/3 (Item 1 from file: 35)

DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE

(c) 2000 UMI. All rts. reserv.

01521630 ORDER NO: AAD97-00475

NEW STRATEGIES AND METHODOLOGIES IN CUSTOMER SATISFACTION

Author: VARKI, SAJEEV

Degree: PH.D.

Year: 1996

Corporate Source/Institution: VANDERBILT UNIVERSITY (0242)

Source: VOLUME 57/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 3584. 162 PAGES

...to individual customer specifications, based on the cumulative knowledge they gain from interacting with their customers on a regular basis. I call this framework an **adaptive marketing** framework. Thus, with an **adaptive marketing** framework, firms will be able to forge stronger links with their customers at the individual level which should help in reducing the loss of ones...

...steps to improve upon the quality of the classification.

The titles of the three essays I have written, in the sequence described above, are: (1) **Adaptive Marketing** : A Paradigm for Continuous Marketing to Segments of One; (2) Employing Customer Satisfaction Studies to Determine Competitive Advantage; (3) Estimating Judgment Accuracy in Classifications of...

18/3,K/4 (Item 2 from file: 35)

DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE

(c) 2000 UMI. All rts. reserv.

01155536 ORDER NO: AAD91-13379

RESPONSIVE SERVICE FIRMS: STRUCTURAL EQUATION ANALYSIS OF ORGANIZATIONAL DIMENSIONS OF SERVICE QUALITY

Author: FRANCESE, PAULA ANN

Degree: PH.D.

Year: 1991

Corporate Source/Institution: CORNELL UNIVERSITY (0058)

Source: VOLUME 51/12-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 4200. 165 PAGES

...framework.

The model proposes that high levels of perceived service quality are associated with (1) flexible organizational systems, (2) customer-oriented managerial attitudes, and (3) **adaptive marketing** policies.

Survey responses from 366 employees of thirty-eight hotels from three lodging corporations were analyzed. The results generally confirm the hypothesized relationships. Construct validity...

18/3,K/5 (Item 3 from file: 35)

DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE

(c) 2000 UMI. All rts. reserv.

341234 ORDER NO: AAD69-06955

AN ADAPTIVE MARKETING DECISION-MAKING PROCEDURE

Author: KOTTAS, JOHN FREDERICK

Degree: PH.D.

Year: 1968

Corporate Source/Institution: NORTHWESTERN UNIVERSITY (0163)

Source: VOLUME 29/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 3727. 134 PAGES

AN ADAPTIVE MARKETING DECISION-MAKING PROCEDURE

18/3,K/6 (Item 4 from file: 35)
DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE
(c) 2000 UMI. All rts. reserv.

247515 ORDER NO: AAD63-03278

MAJOR HOUSEHOLD APPLIANCES: A STUDY IN ADAPTIVE MARKETING BEHAVIOR.

Author: KERNAN, JEROME BERNARD

Degree: PH.D.

Year: 1962

Corporate Source/Institution: UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
(0090)

Source: VOLUME 23/11 OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 4147. 187 PAGES

MAJOR HOUSEHOLD APPLIANCES: A STUDY IN ADAPTIVE MARKETING BEHAVIOR.

18/3,K/7 (Item 1 from file: 65)
DIALOG(R)File 65:Inside Conferences
(c) 2000 BLDSC all rts. reserv. All rts. reserv.

01963803 INSIDE CONFERENCE ITEM ID: CN020456112

An Adaptive Marketing Decision Support Model Employing Fuzzy Concepts

Yau, C.; Hungenahally, S.

CONFERENCE: Intelligent information systems-Australian and New Zealand
conference

ANZIIS -CONFERENCE-, 1993 P: 443-447

IEEE, Western Australia Section, 1993

ISBN: 0864222912

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: IEEE Australia Council

CONFERENCE LOCATION: Perth, Australia

CONFERENCE DATE: Dec 1993 (199312) (199312)

An Adaptive Marketing Decision Support Model Employing Fuzzy Concepts

18/3,K/8 (Item 2 from file: 65)
DIALOG(R)File 65:Inside Conferences
(c) 2000 BLDSC all rts. reserv. All rts. reserv.

00575775 INSIDE CONFERENCE ITEM ID: CN005586320

Formulating Adaptive Marketing Strategies in a Global Industry

Chang, T.-L.

CONFERENCE: Enhancing knowledge development in marketing-Marketing
educators summer conference

AMA EDUCATORS PROCEEDINGS, 1994; VOL 5 P: 108-115

Chicago, AMA, 1994

ISSN: 0888-1839 ISBN: 0877572526

LANGUAGE: English DOCUMENT TYPE: Conference Papers and abstracts

CONFERENCE SPONSOR: American Marketing Association 1994 (199400) (199400)

NOTE:

Theme title: Marketing in an era of rapid change

Formulating Adaptive Marketing Strategies in a Global Industry

18/3,K/9 (Item 3 from file: 65)

DIALOG(R)File 65:Inside Conferences
(c) 2000 BLDSC all rts. reserv. All rts. reserv.

00200901 INSIDE CONFERENCE ITEM ID: CN002017039

**Exploiting Foreign Market Opportunities: Adaptive Marketing Strategy
for Niche-Seekers**

Chang, T.-L.

CONFERENCE: Marketing theory and applications-Winter educators'
conference

AMA WINTER EDUCATORS CONFERENCE, 1993; VOL 4 P: 103-108
Chicago, AMA, 1993

ISSN: 1054-0806 ISBN: 0877572356

LANGUAGE: English DOCUMENT TYPE: Conference Papers

CONFERENCE SPONSOR: American Marketing Association

CONFERENCE LOCATION: Newport Beach, CA

CONFERENCE DATE: Feb 1993 (199302) (199302)

**Exploiting Foreign Market Opportunities: Adaptive Marketing Strategy
for Niche-Seekers**

?t /3,k/1-8

>>>KWIC option is not available in file(s): 77

21/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5927973

Title: Technology distributes the goods

Author(s): Look, G.

Journal: ID Systems European Edition vol.6, no.5 p.30, 32, 34-7, 44

Publisher: Helmers Publishing,

Publication Date: May 1998 Country of Publication: USA

CODEN: ISEEEE ISSN: 1081-275X

SICI: 1081-275X(199805)6:5L:30:TDG;1-F

Material Identity Number: B070-98005

Language: English

Copyright 1998, IEE

...Abstract: effective telecommunication and data collection technologies. Tools that include the Internet, electronic data interchange (EDI), and automatic re-ordering systems fed by data collected at **point of sale (POS)**, enable suppliers and retailers to reduce the time it takes to order supplies, file invoices, and put product on shelves. Lead times are shorter, and...

... industrial world are making a concerted effort to achieve higher standards of customer service. A coalition made up of major retailers and suppliers has formed **Efficient Consumer Response (ECR)**-a sort of trade association in which retailers and manufacturers get together to share their experiences.

...Identifiers: **POS** ; ...

...**Efficient Consumer Response**

21/3,K/2 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5624887 INSPEC Abstract Number: C9708-7180-006

Title: Electronic commerce in supply chains

Author(s): Zupancic, B.

Author Affiliation: Mercator d.d., Ljubljana, Slovenia

Journal: Organizacija vol.30, no.5 p.254-63

Publisher: Univ. Maribor,

Publication Date: May 1997 Country of Publication: Slovenia

CODEN: ORGAF4 ISSN: 1318-5454

SICI: 1318-5454(199705)30:5L:254:ECSC;1-Q

Material Identity Number: F144-97011

Language: Slovenian

Copyright 1997, IEE

...Abstract: the consumer (better product, better in-store service, better assortment and better convenience) with less cost through the total chain. That philosophy is called **ECR, Efficient Consumer Response**. Basic technologies of electronic commerce that enable creation of interorganizational systems are **EDI-Electronic Data Interchange**-in connection with bar codes and **Electronic Point of Sale (E POS)**.

...Descriptors: **point of sale systems** ;

...Identifiers: Electronic Point of Sale

21/3,K/3 (Item 3 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5343464

Title: Chain of command [manufacturer-retailer supply chain management]
Author(s): Hinkins, T.
Author Affiliation: Coopers & Lybrand MCS, London, UK
Journal: Information Age vol.1, no.10 p.16-17
Publisher: Elan European Publishing,
Publication Date: July-Aug. 1996 **Country of Publication:** UK
CODEN: IAGEDX **ISSN:** 1359-4214
SICI: 1359-4214(199607/08)1:10L.16:CCMR;1-N
Material Identity Number: D480-96004
Language: English
Copyright 1996, IEE

...Abstract: the supply chain has now become a critical element for success. Increasing customer demand for responsiveness and choice is leading to change, and advances in **Efficient Consumer Response** (ECR) are bringing about a revolution in the way retailers, suppliers, distributors and manufacturers interact.

...Identifiers: **Efficient Consumer Response** ; ...

...electronic point of sale ;

21/3,K/4 (Item 4 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5227841

Title: Is ECR going far enough? CSC's Crawford says more work's needed
[retail industry: efficient consumer response]
Journal: Chain Store Age vol.72, no.3 p.38
Publisher: Lebhar-Friedman,
Publication Date: March 1996 **Country of Publication:** USA
CODEN: CSAGAW **ISSN:** 0193-1199
SICI: 0193-1199(199603)72:3L.38:GECS;1-Z
Material Identity Number: D448-96003
Language: English
Copyright 1996, IEE

Title: Is ECR going far enough? CSC's Crawford says more work's needed
[retail industry: efficient consumer response]
Abstract: It's well-known that the vision for **Efficient Consumer Response** (ECR) was first articulated with the January 1993 publication of a report commissioned from Kurt Salmon Associates by a joint industry working group. That report...

Identifiers: **Efficient Consumer Response** ; ...

...point of sale systems ;

21/3,K/5 (Item 5 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5068905

Title: Focused on the customer (consumer goods)

Author(s): Hayes, M.

Journal: InformationWEEK no.545 p.92, 94, 96

Publication Date: 18 Sept. 1995 Country of Publication: USA

CODEN: INFWE4 ISSN: 8750-6874

Language: English

Copyright 1995, IEE

...Abstract: continuing to implement other technologies that focus on improved operations both internally and with business partners, such as electronic data interchange (EDI), client-server systems, **efficient consumer response**, and **point -of sales** data mining.

...Identifiers: **efficient consumer response ; point -of-sales** data mining

21/3,K/6 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

5008250

Title: Quick response in retailing: components and implementation

Author(s): Fiorito, S.S.; May, E.G.; Straughn, K.

Author Affiliation: Coll. of Human Sci., Tallahassee, FL, USA

Journal: International Journal of Retail & Distribution Management
vol.23, no.5 p.12-21

Publication Date: 1995 Country of Publication: UK

CODEN: IRDMEQ ISSN: 0959-0552

Language: English

Copyright 1995, IEE

...Abstract: and discusses quick response (QR), with its relationship to vendor partnering, short-cycle manufacturing, demand-flow manufacturing, "virtual integration", re-engineering, just-in-time and **efficient consumer response** as an introduction to the results of a study on which firms are implementing QR and at what stage they are regarding their implementation strategy...

...Descriptors: **point of sale systems ;**

...Identifiers: **efficient consumer response ; ...**

...electronic **POS** equipment

21/3,K/7 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00327254 93IN10-205

Brand Aid -- Campbell's and other national brands are fighting to regain consumer loyalty. Their weapons: New sales, promotions, and distribution...

Wilson, Linda

InformationWEEK , October 18, 1993 , n447 p44-54, 5 Page(s)

ISSN: 8750-6874

Company Name: Borden; Campbell Soup; Proctor & Gamble; Ocean Spray

Product Name: Continuous Product Replenishment

... the increasing use of information technologies. Some of the new technologies employed in an effort to streamline the food supply process

include bar-code technology, **point -of- sale (POS)** data use, and electronic data interchange (EDI). Describes inventory and distribution changes at Campbell Soup using new inventory management software and EDI in an effort...

... a program to update and integrate systems into a Unix-based client-server platform. Also discusses the development of EDI standards and the use of **Efficient Consumer Response (ECR)**. Contains two graphs, two bar charts, two sidebars, and one photo. (GC)

Descriptors: Retailing; Inventory; Electronic Data Interchange; Bar Codes; **Point -of Sale Systems** ; Sales; Standards

21/3,K/8 (Item 1 from file: 99)

DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs

(c) 2000 The HW Wilson Co. All rts. reserv.

1516946 H.W. WILSON RECORD NUMBER: BAST93041032

Why new products fail

Morris, Charles E;

Food Engineering v. 65 (June '93) p. 130-2+

DOCUMENT TYPE: Feature Article ISSN: 0193-323X

...ABSTRACT: The 1992 Innovation Survey revealed that new product managers believe lack of top-management commitment to be the principal reason for new product failure. The **Efficient Consumer Response**, which links the distributor directly to retailer's **point -of-sale** scanner, should lead to a product development approach that features consumer involvement, teamwork, and continuous development.

?

t /3,k/1-12

>>>KWIC option is not available in file(s): 77

23/3,K/1 (Item 1 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

04085062

Title: Bankers love branches again
Journal: United States Banker vol.101, no.11 p.18,21
Publication Date: Nov. 1991 Country of Publication: USA
CODEN: USBAEH ISSN: 0148-8848
Language: English

...Identifiers: **cross -sell ;**

23/3,K/2 (Item 2 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03681844 INSPEC Abstract Number: D90001975

Title: Platform automation packages make the grade
Author(s): Milliman, D.M.
Journal: Computers in Banking vol.7, no.4 p.45-6
Publication Date: April 1990 Country of Publication: USA
CODEN: CBANE6 ISSN: 0742-6496
Language: English

...Identifiers: **Cross Sell manager**

23/3,K/3 (Item 3 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03263196 INSPEC Abstract Number: D89000093

Title: Raiders of the lost customer file
Journal: Computers in Banking vol.5, no.10 p.42-4, 48, 88
Publication Date: Oct. 1988 Country of Publication: USA
ISSN: 0742-6496
Language: English

...Identifiers: **cross -sell ;**

23/3,K/4 (Item 4 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03163377 INSPEC Abstract Number: D88001846

Title: Banks, S&Ls turn to telemarketing
Author(s): Duffy, H.
Journal: Bank Administration vol.64, no.4 p.44-6
Publication Date: April 1988 Country of Publication: USA
CODEN: BAADEQ ISSN: 0024-9823
Language: English

...Identifiers: **cross -sell ;**

23/3,K/5 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03159300 INSPEC Abstract Number: D88001862

Title: Understanding customer relationships: marketing CIF

Author(s): Katz, M.

Journal: Bank Systems & Equipment vol.25, no.4 p.62-5

Publication Date: April 1988 Country of Publication: USA

CODEN: BSEQD6 ISSN: 0146-0900

Language: English

...Identifiers: **cross -sell**

23/3,K/6 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03124924 INSPEC Abstract Number: D88001346

Title: Platform automation improves product sales

Journal: Bank Administration vol.64, no.1 p.70-1

Publication Date: Jan. 1988 Country of Publication: USA

CODEN: BAADEQ ISSN: 0024-9823

Language: English

...Identifiers: **cross -sell ;**

23/3,K/7 (Item 7 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03040546 INSPEC Abstract Number: D88000336

Title: Cross-selling results climb 133% at Beverly Savings

Author(s): Iovacchini, A.

Journal: Bank Systems & Equipment vol.24, no.10 p.75-6

Publication Date: Oct. 1987 Country of Publication: USA

CODEN: BSEQD6 ISSN: 0146-0900

Language: English

...Identifiers: **cross -sell**

23/3,K/8 (Item 8 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

02958715 INSPEC Abstract Number: D87002269

Title: First Tennessee turns to integrated packages

Journal: Bank Systems & Equipment vol.24, no.6 p.62-4

Publication Date: June 1987 Country of Publication: USA

CODEN: BSEQD6 ISSN: 0146-0900

Language: English

...Identifiers: **cross sell ;**

23/3,K/9 (Item 9 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

02845116 INSPEC Abstract Number: D87001062

Title: Branch people get a high-tech tool

Journal: ABA Banking Journal vol.79, no.1 p.22, 24

Publication Date: Jan. 1987 Country of Publication: USA

CODEN: ABAJD5 ISSN: 0194-5947

Language: English

...Identifiers: **cross -sell** capabilities

23/3,K/10 (Item 10 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

02792166 INSPEC Abstract Number: D87000298

Title: 'Householding' of customer files yields valuable marketing info (banks)

Author(s): Caradonna, L.

Journal: Bank Systems & Equipment vol.23, no.10 p.68-70

Publication Date: Oct. 1986 Country of Publication: USA

CODEN: BSEQD6 ISSN: 0146-0900

Language: English

...Identifiers: **cross -sell**

23/3,K/11 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00387543 95CW06-307

Automation a SNAP for UJB Financial: System will help bank track accounts, cross- sell products

Hoffman, Thomas

Computerworld , June 26, 1995 , v29 n26 p40, 1 Page(s)

ISSN: 0010-4841

Company Name: Sales Technologies; UJB Financial

Product Name: SNAP for DOS

Automation a SNAP for UJB Financial: System will help bank track accounts, cross- sell products

23/3,K/12 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2000 Info. Today Inc. All rts. reserv.

00214288 90CB04-004

A power tool for building applications

Milliman, David M

Computers in Banking , April 1, 1990 , v7 n4 p45-46, 2 Pages

ISSN: 0742-6496

Identifiers: **Cross Sell** Manager; Berman Technologies

?

24/3,K/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2000 Institution of Electrical Engineers. All rts. reserv.

03875912 INSPEC Abstract Number: D91001364

Title: 1991-500000 smart cards for retailers

Author(s): Poynder, J.R.

Conference Title: Retail EFTPOS 90 p.7 pp.

Publisher: Spectra Retail Concepts, Hurst, UK

Publication Date: 1990 Country of Publication: UK 153 pp.

Conference Date: 25-26 April 1990 Conference Location: London, UK

Language: English

...Abstract: via Keyline). These funds can then be used to purchase a wide range of products and services. This type of payment is essential for certain **time - dependent** transactions (e.g. home betting). It can make low value transactions feasible (e.g. sale of information). It can also make ordinary purchases more profitable...

... Keyline card also gives transportability. It can be used in any Keyline compatible terminal-in public terminals, e.g. in hotels, and even at the **point of sale** .

24/3,K/2 (Item 1 from file: 35)

DIALOG(R)File 35:DISSERTATION ABSTRACTS ONLINE

(c) 2000 UMI. All rts. reserv.

01706216 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.

MERCHANDISING STRATEGIES AND RETAIL PERFORMANCE FOR SEASONAL FASHION PRODUCTS

Author: MATTILA, HEIKKI RAINE

Degree: DR.TECHN.

Year: 1999

Corporate Source/Institution: LAPPEENRANNAN TEKNILLINEN KORKEAKOULU
(FINLAND) (5755)

Source: VOLUME 60/03-C OF DISSERTATION ABSTRACTS INTERNATIONAL.
PAGE 662. 219 PAGES

ISBN: 951-764-300-4

Publisher: LAPPEENRANTA UNIVERSITY OF TECHNOLOGY, P.O. BOX 20,
SF-53851 LAPPEENRANTA, FINLAND

...margin, gross margin return on inventory and mark-down rate.

The accuracy of demand forecast is found to be a fundamental success factor. Forecast accuracy **depends** on lead **time** . Lead times are traditionally long and buying decisions are made seven to eight months prior to the start of the selling season. Forecast errors cause...

...are more profitable ways of sourcing products than buying them from low-cost offshore sources. Mixing up-front and in-season replenishment deliveries, especially when **point of sale** information is used for improving forecast accuracy, results in better retail performance. Quick Response and Vendor Managed Inventory strategies yield better results than traditional upfront...

?